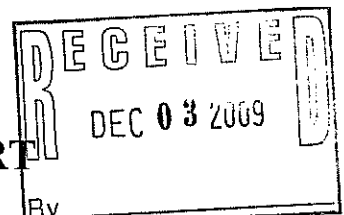


NARRATIVE PROGRESS REPORT



Date Submitted: 12/7/09 Date Reviewed by IDOC Staff and sent to ITC Rep: _____

Grantee: Bear Lake Convention & Visitors Bureau Grant # ITCG-09-V-2

Check one: Interim 1 Final Report _____ Period: From 8/5/09 to 11/31/09
(See Attachment A of Grant Contract for Dates)

Grant Manager: Judy Holbrook *JH* Phone: 435-946-2197

Address: PO Box 471 Garden City, UT 84028

1. ADVERTISING

Three ads were approved for the state travel guide (Bear Lake summer, winter and the National Oregon/California Trail Center.) Snowest Western Guide to Snowmobiling ad was approved and printed. Ads were placed in Snow Scoop Magazine and a banner ad on their web site. Advertising with the state for the NTA Business Card Book was placed. The start up costs and shoots for the Regal 360 Virtual Tours were started in the 08-V-2 grant and 2 shots from this grant and the map were completed. Placement on the Bear Lake web site was done. This is a great project that was started by the state program and partnering with them gave us an opportunity that we would not be able to do on our own. Co-op advertising with Pioneer Country Travel Council was approved for American Road Magazine, True West Source Book, and RV Life Magazine.

2. BROCHURE DISTRIBUTION / FULFILLMENT PIECE

Our contract with Certified Folder Display to distribute the Bear Lake brochure in 185 sites of the Wasatch, Utah area has been placed and distribution is on going. The updated Bear Lake brochure is a work in progress.

3. INTERNET WEB SITE & PROMOTIONS

A contract was signed with www.go-utah.com and www.go-idaho.com for a 12-month period. Requests for information from this period were 571 requests. Banner impressions of 140,676 and 571 clicks to the full page promotion. We have a banner ad on the www.utah.com web site and 621 people have clicked on our banner this period. The banner was viewed 34,228 times. Other internet advertising is done on Snowest's web site, Utah Snow Scoop, True West Magazine, RV Life, PCTC web sites and various other links. The www.bearlake.org site received over 25,451 visits, with 76,451 pageviews and a 76.75% new visits this year. (See attached).

We have put a 'Hot Deals' page on our web site promoting *lodging packages* with businesses in the valley. One of our co-op partners is the Bear River Heritage Area and has Bear Lake on the itinerary of American Road magazine.

Web hosting and maintenance has been on going. Our Internet advertising has been a great value to us and we are seeing more and more visitors using the web site. We get a lot of input on how easy our site is to access information and great reviews on the new virtual tour.

4. TRAINING

No training has been done in this element to date.

- 5. FULFILLMENT.** We have received 722 calls and emails this quarter and sent 67 fulfillment packages (from Sept. 8th). This is a measure for all of our advertising efforts.

Judy Holbrook

From: "Chris Newton" <chris.newton@gotravelsites.com>
To: "Judy Holbrook" <visitors@bearlake.org>
Sent: Monday, November 30, 2009 11:46 AM
Subject: Re: Go-utah-go Idaho

These are the stats for Aug 2009 to Nov. 30 2009

Banner ad's on Go-Utah and Go-Idaho

Total:

Impressions: 140,676 impressions

Clicks to the full page promotion: 571 clicks

Travel Planner Requests:

571

11/30/2009


UTAH.COM
 RECREATION • TRAVEL • ADVENTURE


HOT DEALS



TRIP PACKAGES



EVENTS



LEADS



EDIT PROFILE



CONTRACTS



STATS



SIGNOUT

Bear Lake CVB (Judy)

Banner and link statistics

 from: 8 \ 1 \ 2009
 to: 11 \ 30 \ 2009
Bear Lake CVB Traffic Report
[Print Report](#)

Summary for 2009-08-01 through 2009-11-30

Banners:
 Your banner(s) have been viewed 34,228 times.
 621 people have clicked on your banners.
Event: Bear Lake Raspberry Festival
 14 have clicked on your event link, and visited your website.
 10 have clicked to view your event profile page on Utah.com.
Event: Laketown Rodeo

3 have clicked to view your event profile page on Utah.com.

Event: Rich County Demolition Derby

45 have clicked to view your event profile page on Utah.com.

Event: Rich County Fair

19 have clicked to view your event profile page on Utah.com.

Other Traffic: Bear Lake CVB

811 have clicked on your link, and visited your website.

Total Traffic: 1,523 leads.

Banner report from 2009-08-01 to 2009-11-30

Banner/Link/Tagline	Referring Page URL	Aug.	Sep.	Oct.	Nov.	Total
Banner: 1901_8761						
Tag Line:	/ski/resorts/beaver_mtn.htm	1,697	1,808	1,101	1,114	1,368
Link: http://www.bearlake.org		B:5 (0.72%)	B:2 (0.25%)	B:6 (0.59%)	B:5 (0.44%)	B:11 (0.49%)
Banner: 1901_8762						
Tag Line:	/ski/skiing/beaver_mtn.htm	1:39	1:75	1:128	1:117	1:358
Link: http://www.bearlake.org		B:0 (0%)	B:3 (4%)	B:3 (2.34%)	B:2 (1.71%)	B:8 (2.23%)
Banner: 1901_8763						
Tag Line:	/ski/snowboard/beaver_mtn.htm	1:94	1:97	1:172	1:171	1:534
Link: http://www.bearlake.org		B:0 (0%)	B:3 (3.09%)	B:1 (0.58%)	B:1 (0.58%)	B:5 (0.94%)
Banner: Bear Lake CVB banner						
Tag Line: Come Play at Bear Lake	/logan/bear_lake.htm	1:149	1:372	1:220	1:229	1:970
Link: http://www.bearlake.org		B:10 (6.71%)	B:24 (6.45%)	B:10 (4.55%)	B:9 (3.93%)	B:53 (5.46%)


 Authorize.Net
 Click & Pay
 Merchant Services

bearlakecvb@gmail.com | Settings | My Account | Help | Sign Out

Analytics Settings View Reports: www.bearlake.org

My Analytics Accounts: Bear Lake CVB

Dashboard

Intelligence Beta

Visitors

Traffic Sources

Content

Goals

Custom
Reporting Beta

My Customizations

Custom Reports BetaAdvanced Segments BetaIntelligence Beta

Email

Help Resources

About this Report

Conversion University

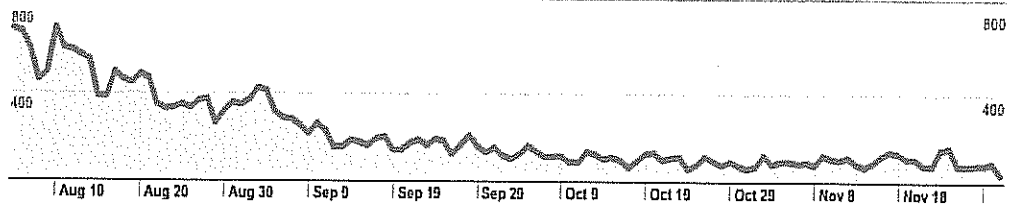
Common Questions

Dashboard

Aug 5, 2009 - Nov 30, 2009

Visits

Graph by:



Site Usage

25,451 Visits

76,451 Pageviews

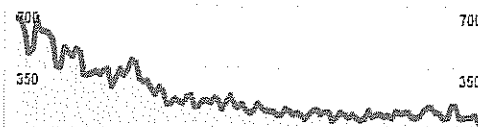
3.00 Pages/Visit

44.73% Bounce Rate

00:03:05 Avg. Time on Site

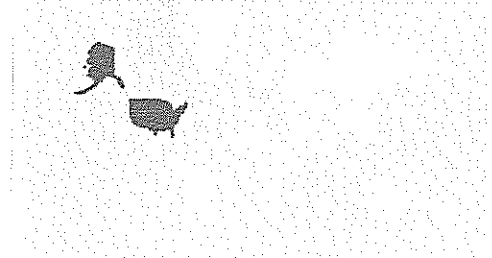
76.75% % New Visits

Visitors Overview



20,970 Visitors

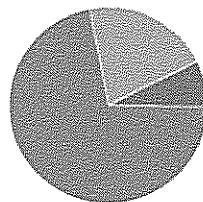
Map Overlay



view report

view report

Traffic Sources Overview

Search Engines
18,284.00 (71.84%)Referring Sites
5,262.00 (20.68%)Direct Traffic
1,905.00 (7.48%)

view report

Content Overview

Pages	Pageviews	% Pageviews
/	17,451	22.83%
/lodging-camp.html	8,945	11.70%
/calendar.html	4,736	6.19%
/camp-pic.html	3,916	5.12%
/bear_lake_map.html	3,831	5.01%

view report

Top Content

Page	Pageviews	% visits
/	17,451	22.83%